

**Amendments to the Claims:**

This listing of claims replaces all prior listings of claims:

**Listing of Claims:**

1. (Previously Presented) A method comprising:

providing a design-time translator and a run-time translator that both correspond to a defined page element;

during design-time for a page, invoking the design-time translator for a page template including the defined page element having one or more content components, said design-time invoking resulting in the defined page element in the page template being translated into a design-time representation of the one or more content components in the page, the design-time representation being rendered in accordance with a predefined layout of a container for the components, the page template being available to a plurality of remote users of a portal; and

during run-time for the page, invoking the run-time translator for the page template, said run-time invoking resulting in the one or more content components being obtained and the defined page element in the page template being translated into a run-time presentation of the obtained one or more content components in accordance with the layout of the container.

2. (Previously Presented) The method of claim 1, wherein said invoking the design-time translator further results in presentation of a WYSIWYG layout editor using the design-time representation of the one or more content components in the page.

3. (Previously Presented) The method of claim 2, wherein the said invoking the design-time translator further results in client-side scripting components being included in the design-time representation to form at least part of the WYSIWYG layout editor and enable adding a content component to a content container using a drag-and-drop action.
4. (Original) The method of claim 2, wherein the page template comprises a portal page template, and the WYSIWYG layout editor comprises a WYSIWYG portal page layout editor.
5. (Original) The method of claim 4, wherein the defined page element comprises a custom Java Server Page tag and the design-time translator and the run-time translator comprise Java Server Page tag handlers for the custom Java Server Page tag, and wherein the run-time translator obtains portal dynamic content according to the portal page template and the design-time translator does not.

6. (Previously Presented) An article comprising a machine-readable medium storing instructions operable to cause one or more machines to perform operations comprising:
  - during design-time of a portal page, translating a placeholder in a portal template into a design-time representation of a container designed to present portal dynamic content associated with the placeholder, and presenting a WYSIWYG portal layout editor using the design-time representation of the container designed to present the portal dynamic content in accordance with a layout of the container, the portal template being accessible to a plurality of users of a portal and including a predefined placement of the placeholder; and
  - during run-time of a portal page, obtaining the portal dynamic content from a dynamic content source, and translating the placeholder in the portal template into a run-time presentation of the container and the obtained portal dynamic content, the run-time presentation being presented in accordance with the layout of the container, the obtained portal dynamic content being personalized for a current user of the portal and at least one associated role of the current user.
7. (Original) The article of claim 6, wherein translating the placeholder during design-time comprises adding code enabling editing of the portal page, the added code forming at least part of the WYSIWYG portal layout editor.
8. (Original) The article of claim 7, wherein the added code comprises client-side scripting that enables addition of a content component to a content container in the portal page using a drag-and-drop action.

9. (Original) The article of claim 6, wherein the placeholder comprises a custom Java Server Page tag, said translating the placeholder during design-time comprises invoking a design-time Java Server Page tag handler corresponding to the custom Java Server Page tag, and said translating the placeholder during run-time comprises invoking a run-time Java Server Page tag handler corresponding to the custom Java Server Page tag.
10. (Previously Presented) A machine-implemented method comprising:
  - selectively interpreting a portal page template based on a mode of operation, wherein the interpreting results in presentation of a design-time application operable to enable a plurality of remote users of a portal to edit the portal page template if the mode of operation is design-time, and the interpreting results in presentation of a run-time application operable to interact with portal dynamic content if the mode of operation is run-time, the portal page template including a container defining a predefined layout of content, the content presented differently at design-time and run-time, and presentation of the content at design-time and run-time being in accordance with the layout, dedicated tag-based placeholders marking locations for the container, content components that can be determined at design-time being displayed in a WYSIWYG manner during design time, dynamic components that cannot be determined at design-time being replaced with stand-in representations during design-time, the dynamic components displayed during run-time being personalized based on a current user of the portal and any associated roles for that user.

11. (Original) The method of claim 10, wherein selectively interpreting the portal page template comprises:
  - providing a design-time translator and a run-time translator that both correspond to a defined page element;
  - during design-time, invoking the design-time translator for the portal page template including the defined page element having one or more content components, said invoking resulting in the defined page element in the portal page template being translated into a representation of the one or more content components in the page; and
  - during run-time, invoking the run-time translator for the page template, said invoking resulting in the one or more content components being obtained and the defined page element in the page template being translated into a presentation of the obtained one or more content components.
12. (Original) The method of claim 11, wherein said invoking the design-time translator further results in client-side scripting components being included in the representation to form at least part of the design-time application and enable adding a content component to a content container in the portal page template using a drag-and-drop action.
13. (Original) The method of claim 11, wherein the defined page element comprises a custom Java Server Page tag and the design-time translator and the run-time translator comprise Java Server Page tag handlers for the custom Java Server Page tag, and wherein the run-time translator obtains portal dynamic content according to the portal page template and the design-time translator does not.

14. (Previously Presented) An article comprising a machine-readable medium storing instructions operable to cause one or more machines to perform operations comprising:
- selectively interpreting a portal page template based on a mode of operation, wherein the interpreting results in presentation of a design-time application operable to enable a remote user of a portal to edit the portal page template if the mode of operation is design-time, and the interpreting results in presentation of a run-time application operable to interact with portal dynamic content if the mode of operation is run-time, the portal page template including a container defining a predefined layout of content, the content presented differently at design-time and run-time, and presentation of the content at design-time and run-time being in accordance with the layout, dedicated tag-based placeholders marking locations for the container, content components that can be determined at design-time being displayed in a WYSIWYG manner during design time, dynamic components that cannot be determined at design-time being replaced with stand-in representations during design-time.

15. (Original) The article of claim 14, wherein selectively interpreting the portal page template comprises:

providing a design-time translator and a run-time translator that both correspond to a defined page element;

during design-time, invoking the design-time translator for the portal page template including the defined page element having one or more content components, said invoking resulting in the defined page element in the portal page template being translated into a representation of the one or more content components in the page; and

during run-time, invoking the run-time translator for the page template, said invoking resulting in the one or more content components being obtained and the defined page element in the page template being translated into a presentation of the obtained one or more content components.

16. (Original) The article of claim 15, wherein said invoking the design-time translator further results in client-side scripting components being included in the representation to form at least part of the design-time application and enable adding a content component to a content container in the portal page template using a drag-and-drop action.

17. (Original) The article of claim 15, wherein the defined page element comprises a custom Java Server Page tag and the design-time translator and the run-time translator comprise Java Server Page tag handlers for the custom Java Server Page tag, and wherein the run-time translator obtains portal dynamic content according to the portal page template and the design-time translator does not.

18. (Previously Presented) A portal system comprising:

a WYSIWYG portal layout editor that uses a selectively interpreted portal page template to reveal a WYSIWYG layout context for portal dynamic content without obtaining the portal dynamic content, the portal page template including a container defining a layout of content displayed differently at design-time and run-time in accordance with a first tag handler and a second tag handler, the WYSIWYG portal layout editor being accessible to a plurality of remote users of the portal system;

the first tag handler implementing a first custom action for a custom tag during portal design-time, wherein the WYSIWYG portal layout editor uses the first tag handler with the selectively interpreted portal page template to facilitate editing of the selectively interpreted portal page template, content of the first tag handler being presented in accordance with the layout; and

the second tag handler implementing a second custom action for the custom tag during portal run-time, wherein the portal system uses the second tag handler during portal run-time to obtain and reveal the portal dynamic content, the portal dynamic content of the second tag handler being presented in accordance with the layout, the obtained portal dynamic content being personalized for a current user of the portal system and at least one associated role of the current user.

19. (Original) The system of claim 18, wherein the first tag handler interprets the portal page template by including client-side scripting that enables addition of a content component to a content container in the portal page template using a drag-and-drop action.



20. (Original) The system of claim 18, wherein the defined page element comprises a custom Java Server Page tag and the design-time translator and the run-time translator comprise Java Server Page tag handlers for the custom Java Server Page tag, and wherein the run-time translator obtains portal dynamic content according to the portal page template and the design-time translator does not.

21. (Previously Presented) A system comprising:

means for building a portal layout template for a portal that governs generation of a portal presentation having dynamic run-time content, wherein the means for building includes means for revealing the portal presentation as governed by the layout template during design of the layout template, without running the dynamic run-time content, the layout template including a container defining a layout of content, the content displayed differently at design-time and run-time, and presentation of the content at design-time and run-time being in accordance with the layout; and

means for customizing at least a portion of the dynamic run-time content based on a current user of the portal and an associated role of the current user.

22. (Original) The system of claim 21, wherein the means for revealing the portal presentation includes means for facilitating client-side editing of the portal layout template.

23. (Previously Presented) The method of claim 1, wherein the during design-time comprises a period during which editing for the page is supported and the during run-time comprises a period during which editing of the page is not supported.

24. (Previously Presented) The method of claim 1, wherein the design-time translator is part of a WYSIWYG layout editor, and the run-time translator is part of a run-time system that supports presenting the page without supporting editing of the page.

25. (Previously Presented) The method of claim 1, wherein the design-time translator is a WYSIWYG layout editor and changes to the layout of the container at design-time with the WYSIWYG editor are reflected in the layout of the design-time representation and the run-time presentation.

26. (New) A computer-implemented method for selectively interpreting a portal page layout template, the method comprising:

providing a design-time translator and a run-time translator, the design-time translator and the run-time translator both corresponding to a same defined page element or placeholder, and being invoked based on a current mode of operation;

translating a placeholder in a portal template during design-time into a representation of a container designed to present portal content using a single template file for both run-time and design-time, the container representation showing a layout context for the portal content that will be obtained and revealed at run-time, the container representation also directly presenting dynamic content source information for the content container;

presenting a WYSIWYG portal layout editor using the container representation designed to present the portal dynamic content, the WYSIWYG portal layout editor facilitating editing of the portal template and the resulting portal page;

obtaining portal dynamic content during run-time from a dynamic content source, the placeholder in the portal template being translated into a presentation of the container containing

the obtained portal dynamic content component; and

parsing and locating, by a run-time application, the placeholders in the template and replacing them with the run-time content components, and at design-time, parsing and rendering the same template with a representation of the content components, in place of the actual run-time content components, to reveal the run-time layout during design of the template.